

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1. (Canceled)
2. (Currently amended) The improvement of [[clip of]] claim [[21]] 24 wherein the ends of the first pair of opposing arms are flared outwardly.
3. (Currently amended) The improvement of [[clip of]] claim [[21]] 24 wherein the ends of the second pair of opposing arms are flared outwardly.
4. (Canceled)
5. (Currently amended) The improvement of [[clip of]] claim [[21]] 24 wherein the first pair of opposing arms and the intermediate section form a generally C-shaped cross section.
6. (Canceled)
7. (Currently amended) The improvement of [[clip of]] claim [[21]] 24 wherein the clip is comprised of plastic.
8. (Canceled)
9. (Withdrawn) A clip comprising a unitary body having an intermediate section and a first pair of opposing arms with each of the arms having an end portion having a nib, the body having an interior surface and an exterior surface, a second pair of opposing arms formed on the exterior surface of the body, each of the second pair of opposing arms having an end portion with the second pair of opposing arms being located between one of the first pair of opposing arms and the intermediate section.

10. (Withdrawn) The clip of claim 9 wherein the nibs are adapted to secure the clip to a rectangular shaped rod.

11. (Withdrawn) The clip of claim 9 wherein the ends of the second pair of opposing arms are flared outwardly.

12. (Withdrawn) The clip of claim 9 wherein the end portions of the first pair of opposing arms are spaced apart from each other to form an opening through which a rod may pass.

13. (Withdrawn) The clip of claim 9 wherein the first pair of opposing arms and the intermediate section form a generally C-shaped cross section.

14. (Withdrawn) The clip of claim 9 wherein the ends of the second pair of opposing arms are spaced apart from each other to form an opening through which a panel may be inserted and captured.

15. (Withdrawn) The clip of claim 9 wherein the clip is comprised of a clear plastic.

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Currently amended) The ~~clip and merchandise display improvement~~ of claim [[16]] 24 wherein the structural members of the display comprise[[s]] a plurality of rods arranged

to define at least one opening intended to hold the advertising panel associated with the display, the panel being positioned along the opening.

23. (Currently amended) ~~The clip and merchandise display~~ improvement of claim 22 wherein the panel is at least partially positioned within the opening.

24. (Previously presented) In a merchandise display formed by a plurality of structural members arranged to attract prospective buyers, the merchandise display including at least one advertising panel associated with it, the display including at least three of the structural members arranged to define an opening, the advertising panel being associated with the opening, the improvement which comprises a clip for use respectively for attaching the panel and for attaching the panel to at least one of the structural members, the clip including a unitary body having an intermediate section and a first pair of opposing arms with each of the arms having an end portion, the body having an interior surface and an exterior surface, the intermediate section and first pair of opposing arms defining an elongated open mouth channel, the channel receiving at least a portion of the display, the portion of the display received by said channel having a first dimensional size for receipt by said channel, a second pair of opposing arms formed on the exterior surface of the body, each of the second pair of opposing arms having an end portion with the second pair of opposing arms being located offset from one of the first pair of opposing arms, the second pair of opposing arms adapted to receive at least a portion of the panel, the portion of the panel received by said second pair of opposed arms having a second dimensional size for receipt by said second pair of opposed arms, the second dimensional size being smaller than the first dimensional size, the panel being generally positioned along the opening defined by the structural members of the display.